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## Appendix 4.1.21 : Job Description ~ Club Shop Manager

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### Club Shop Manager

Having a sense of identity is essential to building pride in the club. One of the most visible ways people do this is through merchandise. As Merchandise Manager, your role is to give people the chance to show their allegiance in a range of ways through the club colours.

Ideally, you'll need to be:

- Financially astute
- Well-organised
- Up to date with the latest merchandising trends, technology and opportunities
- Able to manage sales staff – often volunteers

What you'll do:

- Devise and oversee merchandise range
- Purchase stock and manage inventories
- Manage both the physical shop and online sales
- Devise and implement merchandising budget
- Track sales and oversee reinvestment in stock
- Oversee quality control
- Develop long-term relationships with trusted suppliers
- Create sales and marketing messages

How much time it will take up:

- We estimate you will need 3 to 4 hours per week

What you'll get out of it:

- By giving the club more visibility through well chosen, top quality merchandise, you'll get the satisfaction of helping your club in two ways. It makes those who already belong to the club feel good about it, and it attracts others to come and join, play, volunteer or watch. It also looks good on your CV.